

Mar 29th, 2:15 PM - 3:00 PM

Promoting Equity with Virtual Library Service

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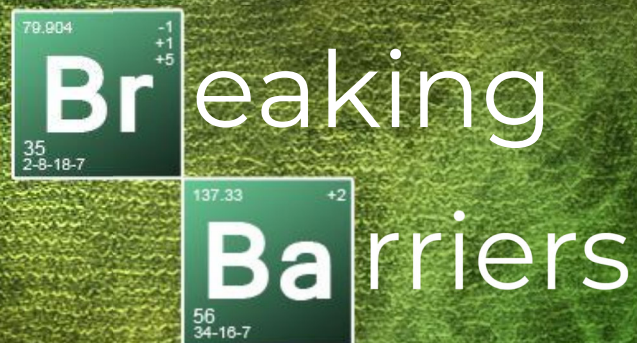
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By Sandy Morgan and Bruce Jenks,
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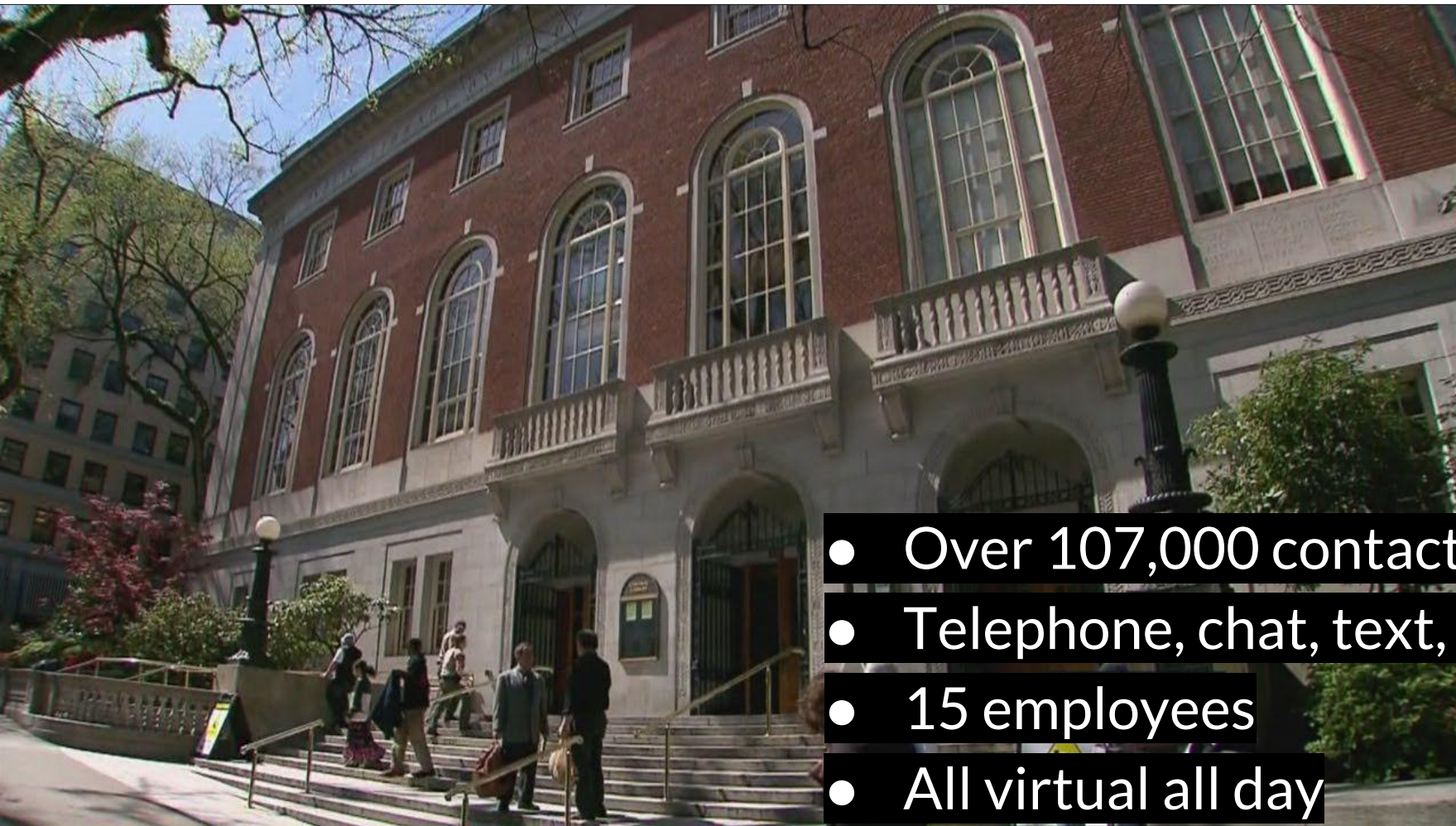


Breaking Barriers and Setting Boundaries in Virtual Service

Best practices for troubleshooting technology virtually

Practical language to substitute for library jargon

Strategies to redirect the conversation



- Over 107,000 contacts each year
- Telephone, chat, text, email
- 15 employees
- All virtual all day

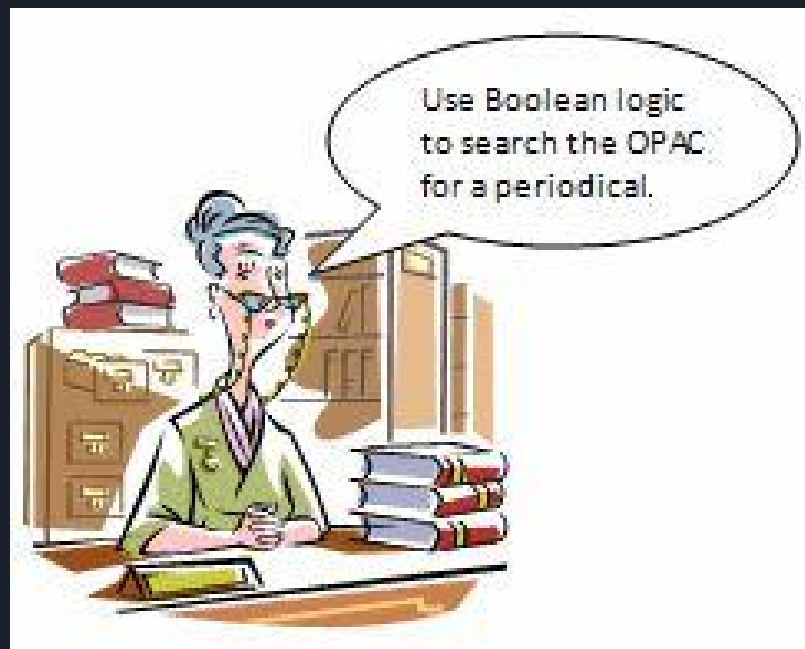
Multnomah County Library's Virtual Contact Center

Libraries are more important today than ever before

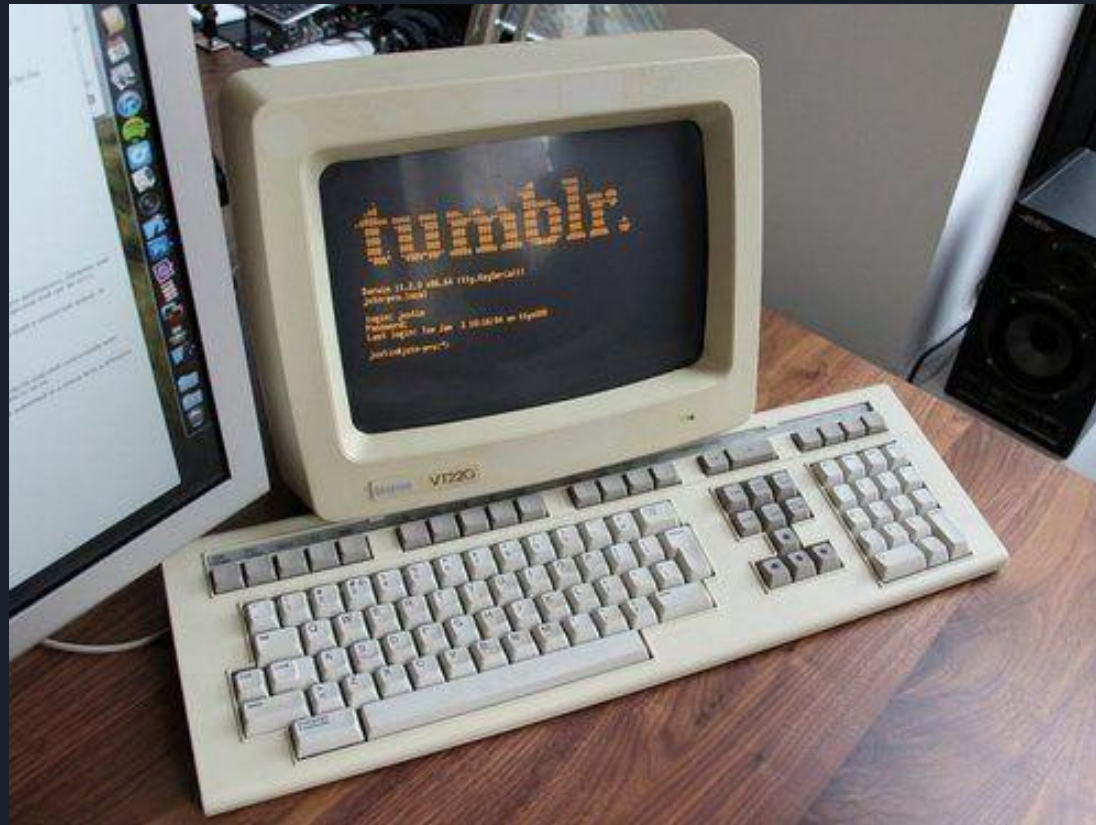


You could get by without books,
you can't get by without computers

Jargon is a barrier



The Digital Divide



Virtual tech help solutions





Remember what you may represent



When a patron reaches out to you
they may see you as a stand-in for:

- An authority figure
- The police
- The government
- The education system
- White people
- The President

Intentional Inclusion





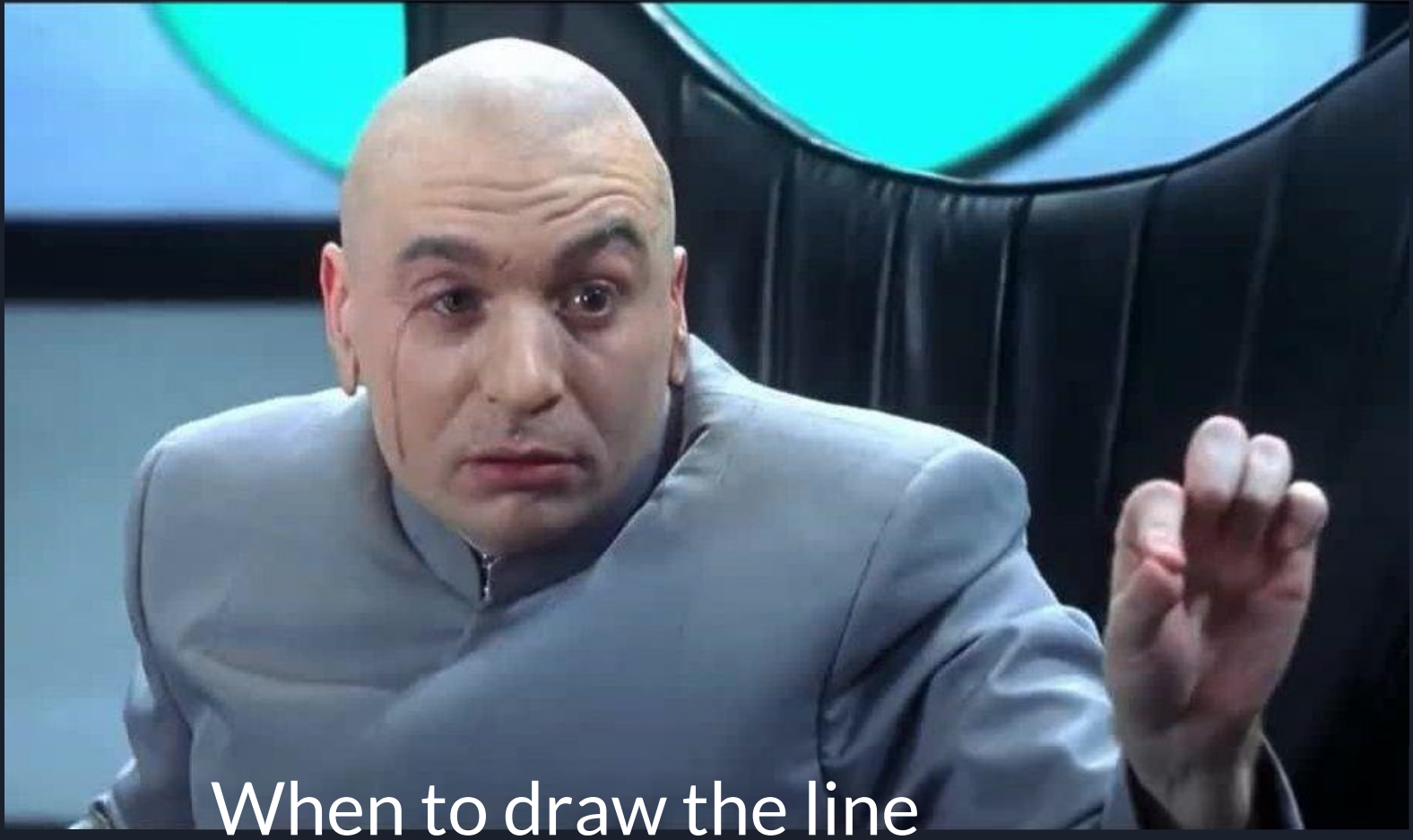
When you think it's going to be this...

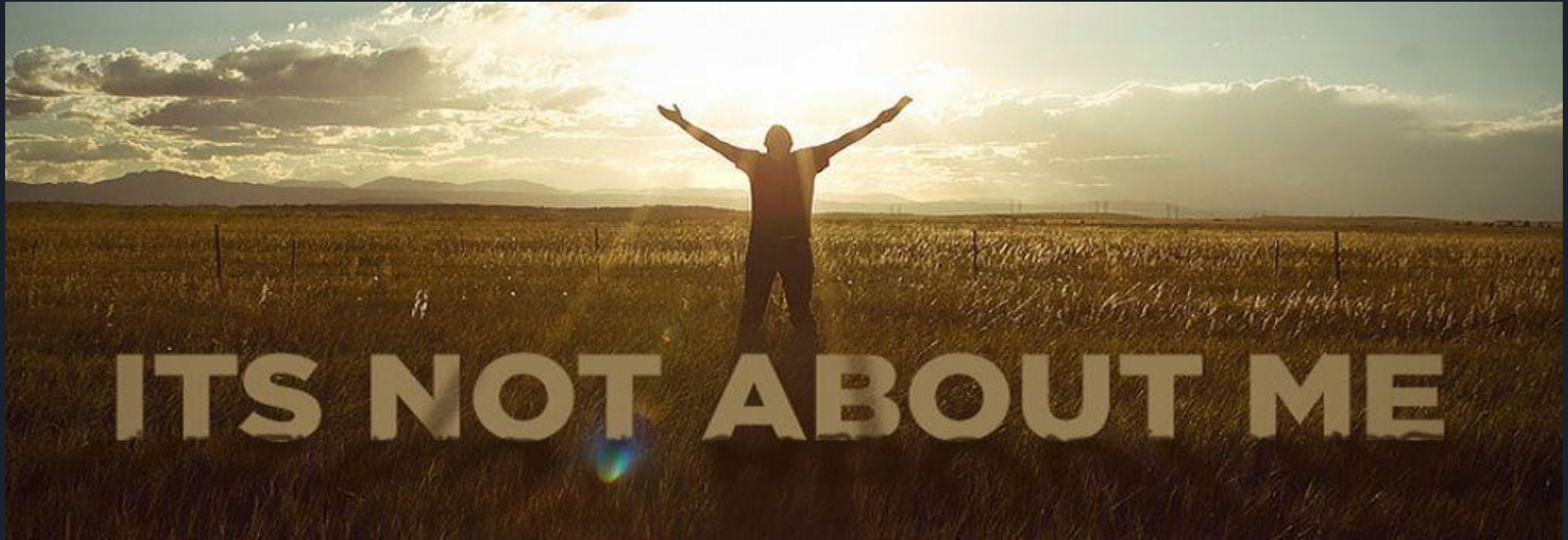


And it's this



Virtual interactions





Don't react to the conversation
Direct it

Stock Phrases to Control the Conversation

“Do you have a library question?”

“That is an inappropriate remark, can we focus on your library question?”

“Here are the options:”

“I want to help you; I will need to disconnect if you continue using that language.”

“You’re welcome to call back when you can speak calmly.”

REMEMBER

- Libraries are more important now than ever
- Jargon can be a barrier
- Equitable and efficient services requires setting boundaries
- Don't take it personally
- You're already doing a great job!

Platform

A place in the sky ^{where} ~~that~~ the book actually res
home structure for computer-based resources, like
databases, e-books, facebook, etc.

a digital ~~base~~ base for information.

The online thing you use.

Database

a source

Search for articles

place for resources

Like Google for academic stuff

- a collection of articles ^{where} ~~that~~ you can ask question
and the article will be about your question

an organized collection of resources (this can be
articles, movies, profiles, etc.)

Streaming Media

video

Digital

online music/audio/video

online tutorial

like Netflix

videos, music, you can watch online

Renewal

check out again

would you like to use that item longer?

extended use

Keep the book longer?

• Want it for more time?

so

OPAC

library catalog
catalog or system

online directory of
all the library's
resources

- where you go to find the stuff at the library

Interlibrary Loan

- We can get you books from other libraries.
- a system that helps get you materials from other libraries
- Get this within a week!
3 day shipping!

Web Browser

- the thing you use to get on the Internet

- What do you click to open Google? ✓

Clear the Cache

- Erasing ~~your~~ what you looked at recently
- Reset your Internet search
- Start from scratch w/ the Internet
clear your internet settings by 1 step by step walkthrough
- ^{Burning} ~~Throwing out~~ the evidence
- Delete the history of what you have been looking at or which sites you visited. No one will ever know!

Cataloging

putting information in the catalog so you can find what you're looking for

Describe what the item is about and what the item looks like so that you can find it again

~~Adding~~ Giving books, DVDs, CDs "tags" so you can find related or more info.

Give your book a topic... associate your material with a topic

Course Reserves

- Materials for your class
- Class textbooks & other stuff you can check out ~~to~~ of the library
- ^{class} materials that you can access/check-out temporarily from the library
- Things your teacher set aside for your class.



NF at UO @NF_UofO · Mar 29

#ONW19 - Promoting Equity with Virtual Library Service



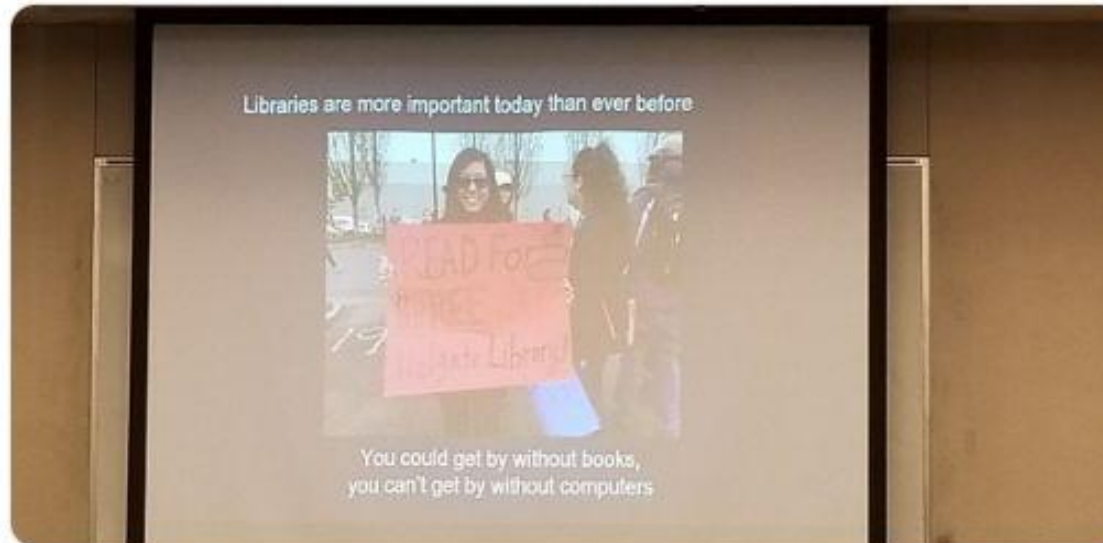
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#ONW19 - Libraries provide access to information in many ways!





Kelly @kellymce · Mar 29

My phone is almost dead, but this talk about virtual library services at @MultCoLib is great: talking about how, to users, we may just be another person behind a desk saying "no." #onw19

1 5



Kelly @kellymce · Mar 29

And what great practice translating library/tech jargon — a web browser is the thing you use to get on the internet. #onw19

1 1



Kelly
@kellymce

Follow

When users are hostile, set boundaries, and always come back to "do you have a library question?" #onw19 Ahh, emotional labor in public service!

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Kelly @kellymce · Mar 29

They're not talking to you, they're talking to The Library. #onw19

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